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INTERNATIONAL PRELIMINARY
EXAMINING AUTHORITY (IPEA)
Austrian Patent Office
Dresdner Stra ß e 87,
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Austria

February 4, 2005

VIA FACSIMILE & DHL

Re : International Appln. No. PCT/KR2004/001682
International Filing date : 08 July 2004
Priority date : 09 July 2003
Applicant : PARK, Kyung-Yang
For : "ADVERTISING SYSTEM AND METHOD FOR
SLOT MACHINE GAME USING IMAGE AD
SYMBOLS ON THE INTERNET"
Our file ref. : SGG-1743-P
Due date : 09 February 2005 (DEMAND)

Dear Sirs :

In connection with filing a demand for international preliminary examination of the above-identified application on **February 4, 2005**, the applicant do hereby file an Amendment including amendments to claims 1 and 15 under Article 34 as attached hereto.

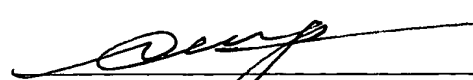
Please kindly replace the claim pages 21-26 of claims 1 to 24 with the attached substitute pages 21-26 of the claims. Other claims remains unchanged, except for claims 1 and 15.

For your convenience, attached hereto is a marked-up version (pages 21 and 24) of the changes made to the claims by the current amendment, in which additions to the claims have been underlined.

Reconsideration of this application based on the above amendments would be respectfully requested.

With best regards,

Very truly yours,
TOP PATENT & LAW FIRM


Eui Je JO

Encl.

CLAIMS :

1 (Amended). An Internet advertising system using image advertising symbols for use in a slot machine game, the Internet advertising system comprising:

5 a service provider server which stores and manages advertising symbols transmitted from a number of advertising sponsors according to different advertising contract conditions;

an advertisement (or ad) generating server which generates advertising images from the advertising symbols provided from the service provider server;

10 an ad selecting server which mixes an advertising image selected by a user among the various kinds of ads produced from the ad generating server;

a slot machine game server which replaces the advertising images mixed by the ad selecting server with a display symbol of a slot machine game to constitute a display screen; and

15 a user terminal with which the user registers for the service provider server as a member via the Internet and then receives a slot machine game service provided from the slot machine game server.

2. The Internet advertising system of claim 1, wherein said ad generating server
20 comprises:

a category type ad generating server which classifies the advertising symbols provided from the service provider server according to the advertising content by category and generates advertising images;

25 an ad exposure frequency/positioning server which designates an exposure frequency and position of an advertising image according to an ad contract condition with the ad sponsor; and

a display type ad generating server which generates advertising images according to the exposure frequency and position determined by the ad exposure

in a service provider server;

(b) a user accessing the service provider server via the Internet and selecting a particular advertising image to be used for a slot machine game among the various kinds of displayed advertising images;

5 (c) replacing and mixing the particular advertising image selected by the user with a display symbol of the slot machine game in an advertisement (or ad) selecting server, and constituting the advertising image into an initial screen of the slot machine game; and

10 (d) the user depressing a spin button displayed on the initial screen of the slot machine game and starting to play the slot machine game.

15 16. The Internet advertising method of claim 15, wherein the initial screen of the slot machine game is configured by mixing a representative ad image and a main ad image of a particular company by the ad selecting server.

17. The Internet advertising method of claim 15, further comprising the step of determining a winning ratio of the game at the user's selection, before starting the slot machine game or during playing the slot machine game.

20 18. The Internet advertising method of claim 15, further comprising the step of giving a certain amount of cyber money to the user to then be settled and recorded in the case that the user won the slot machine game.

25 19. The Internet advertising method of claim 18, further comprising the step of inputting an ID of the other user who receives transfer money and an amount of transfer money, to then enable the transfer money to be automatically transferred to the other user, in the case that the user determines to transfer the cyber money to the other user after a certain amount of cyber money is given to the user to then be settled and